

# **Welcome! Please introduce yourself.**

Name, Program/Faculty, and something you are enjoying this Fall term!

(e.g. hobby, TV show you love, extracurricular activity, food dish, etc.)

# NETWORKING WORKSHOP: MAKING CAREER CONNECTIONS

Candice Chen (she/her)

Career Leader, Centre for Career  
Development



UNIVERSITY OF  
**WATERLOO**

Centre for Career  
Development

# Candice(Yixin) Chen (she/her)

- Career Leader, Workshop Facilitator @ Centre for Career Development
- PhD Candidate, Department of GEM
- [linkedin.com/in/candice-yixin-chen-phd](https://www.linkedin.com/in/candice-yixin-chen-phd)



## **TERRITORIAL ACKNOWLEDGEMENT**

*We respectfully acknowledge that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples.*

*Our main campus is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River.*

*Our active work toward reconciliation takes place across our campuses through research, learning, teaching, and community building, and is centralized within our Office of Indigenous Relations.*

---



**THIS**  
workshop **IS A**  
**SAFE**  
**SPACE**

1) Choice

2) Respect

3) Care

<http://swarthmorephoenix.com/2016/09/08/safe-spaces-unsafe-for-ideas/>

# Today, we will:



Define networking and articulate its importance to your work search, career, and personal well-being



Learn about the 5 “steps” of networking and tips relevant to each step



Identify your personal approach to networking



Discuss next steps!

The background is a solid bright yellow. It features several thick, colorful lines and shapes. A red L-shaped line is in the top left. A light purple L-shaped line is below it. A horizontal line at the bottom is split into light purple and teal sections. A blue line curves from the bottom right towards the top right. A red vertical line is at the bottom center. The text is centered in a bold, black, sans-serif font.

**WHAT DOES "NETWORKING" MEAN TO YOU?**

# BEYOND THE TRANSACTIONAL ASPECTS OF NETWORKING



“When we think about networking, it’s easy to focus on a hierarchical, transactional sort of thing: you reach out to established people in your field in hopes that they can help you get a job. That kind of networking is aimed up, and it’s aimed at the future.

But if we focus on a different kind of networking -- one that is horizontal and very much in the present -- a different set of possibilities emerges.”

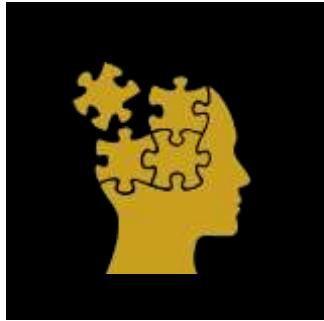
- Derek Attig (they/them)



# Why Is Networking Effective?

- ❖ Helps you learn more about your field
- ❖ Connects you with people within your field
- ❖ Creates a support network for you
- ❖ Helps with your own decision-making process
- ❖ Helps to articulate your personal story
- ❖ Strengthens your reputation with potential employers
- ❖ Unlocks the hidden job market

# Five Steps Towards Successful Networking



**Learn about  
yourself &  
your goals**



**Do your  
research**



**Prepare to  
network**



**Get talking!**



**Track your  
progress**



# STEP 1: REFLECTION

The image features a bright yellow background with several abstract, colorful shapes and lines. In the upper left, there is a red L-shaped block. Below it, a light purple L-shaped block is partially visible. A horizontal line at the bottom is divided into a light purple segment on the left and a teal segment on the right. On the right side, a blue line curves upwards and then turns right. A light purple line also curves upwards from the bottom right. A small red vertical bar is located at the bottom center-right. The text 'STEP 1: REFLECTION' is centered in a bold, black, sans-serif font.

# Know Yourself & Your Career Goals

## Interests



Where types of work are you interested in?

## Skills



What personal strengths & skills do you want peers and potential employers to know?

## Personality



What kind of environments, peer relationships, and leadership matter to you?

## Values



What values are you committed to in your career?



# REFLECT: SELF-ASSESSMENT

Self-assessment does not have to be a solitary activity. There are many resources available to help you:

- Attend appointments/workshops
- Consult family, friends, and your network
- Assessments ([Decision-Making](#) on CareerHub)
- Journaling
- Reading articles and books on career development

The background is a solid bright yellow. On the left side, there is a vertical pink bar that extends downwards from the top edge. A horizontal red bar starts from the top edge and extends to the right, overlapping the top of the pink bar. Below the red bar, the pink bar continues downwards. At the bottom of the page, there is a horizontal bar composed of a pink segment on the left and a teal segment on the right. On the right side, a blue line starts from the bottom edge, curves upwards and to the left, then turns downwards and to the right, ending at the top edge. A pink line starts from the right edge, moves left, then curves upwards and to the left, ending near the teal segment of the bottom bar. The text 'STEP 2: RESEARCH' is centered in the middle of the page in a bold, black, sans-serif font.

# STEP 2: RESEARCH

# RESEARCH



- Research which companies are hiring within your field or related to your field
- What kinds of groups/associations/events do they take part in?
- Message connections to learn about their workplace
- Familiarize yourself with job ads, identifying skills, values, and other kinds of qualifications
- Stay up to date: Scan the news, LinkedIn, join online groups, & check social media daily

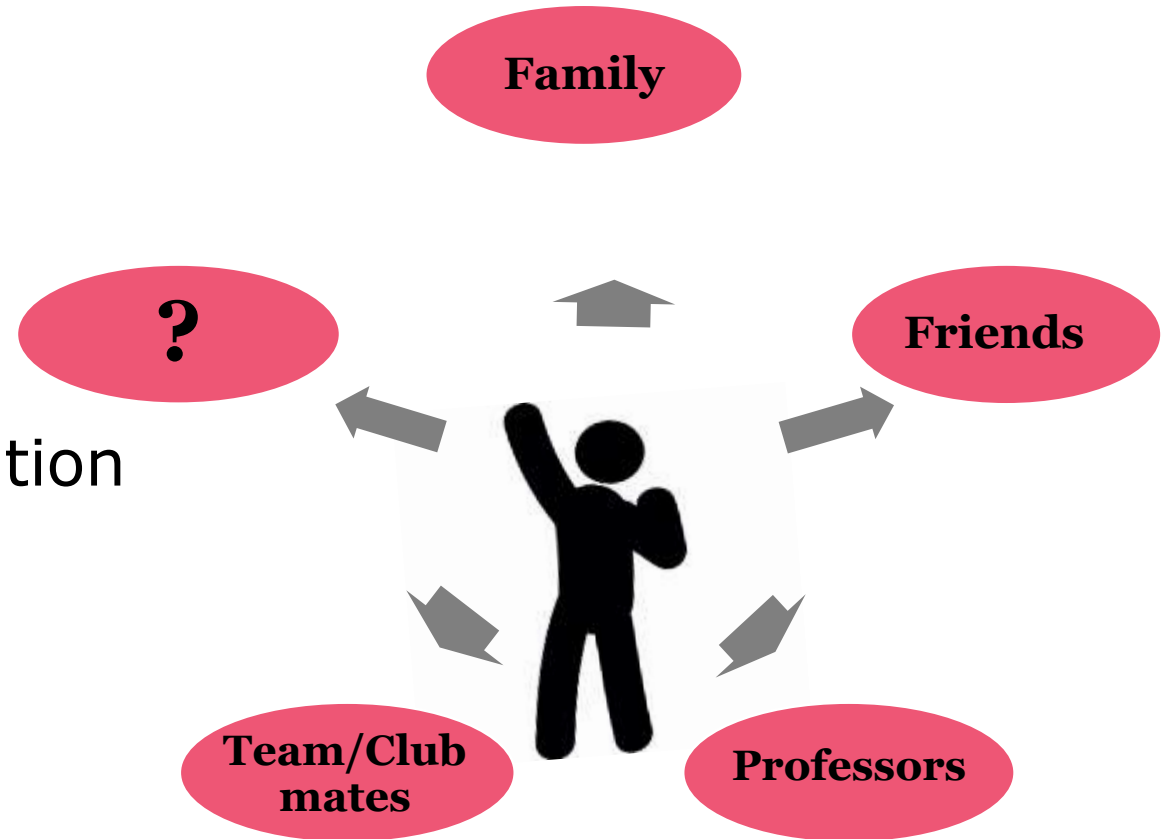
The background is a solid yellow color. It features several thick, colorful lines and shapes. On the left, there is a red L-shaped line starting from the top and turning down. Below it is a light purple L-shaped line starting from the left and turning down. At the bottom left, there is a horizontal light purple line that transitions into a horizontal teal line. On the right side, there is a thick blue vertical line that curves at the bottom. A light purple line starts from the right edge, goes up, then diagonally down and left, then vertically down, and finally horizontally left, crossing the teal line. The text 'STEP 3: PREPARING TO NETWORK' is centered in the middle of the page in a bold, black, sans-serif font.

# **STEP 3: PREPARING TO NETWORK**



# PREPARE TO NETWORK/CREATE CONNECTIONS

- ✓ Determine your audience
- ✓ Know your conversation options
- ✓ Prepare your documents
- ✓ Develop your goals for the conversation
- ✓ Prepare specific questions





# 2 MINUTE BREAK

Get up, dance, move around, grab a beverage 😊

The background is a solid yellow color. It features several abstract, thick, colored lines and shapes. On the left side, there is a red L-shaped line at the top, a light purple L-shaped line below it, and a horizontal light purple line at the bottom. A teal horizontal line is positioned below the light purple line, starting from the center and extending to the right. On the right side, there is a blue vertical line that curves at the bottom, and a light purple line that curves upwards from the bottom. A small red vertical line is located at the bottom center, overlapping the teal and blue lines.

# **STEP 4: START TALKING/CONNECTING**

The background features a black field with several thick, stylized lines. A yellow line runs horizontally across the top. On the left, a yellow line descends vertically and then turns right horizontally. A green line descends vertically from the yellow line on the left and then turns right horizontally. A blue line runs horizontally across the bottom. On the right, a pink line descends vertically and then turns left horizontally. A green line descends vertically from the blue line on the right and then turns left horizontally.

# PERSONAL INTRODUCTIONS

What should I share?

# Reflecting on your audience & how'd you like to present yourself

Think about your potential connections/audience(s). Reflect on some of the following:

- What do you do that you want them to know about?
- What do you enjoy about what you do?
- What strengths have others observed in you and shared with you?
- What kind of impact would you like to make in your current/future career?





## What is an elevator pitch?

- Introduce yourself
- 1-3 important things about yourself
- What are they getting from having this conversation?
- Call to action or potential next steps

# HOW TO END A CONVERSATION

Follow these three simple steps:

1. Wait for a natural break in conversation
2. Show appreciation
  - “Thank you for taking the time to answer all of my questions”
3. Follow-up with action
  - “I am looking forward to <insert action here>”



The background is a solid bright yellow. It features several thick, colorful lines and shapes. On the left, a red L-shaped line extends from the top edge. Below it, a light purple L-shaped line extends from the left edge. At the bottom, a light purple line extends from the left edge, meeting a teal line that extends to the right. On the right side, a blue line curves upwards from the bottom, then turns right and then up. A light purple line also curves upwards from the bottom, then turns right and then up, overlapping the blue line. A small red vertical line segment is at the bottom center, overlapping the teal and blue lines.

# **EXPANDING YOUR CONNECTIONS**



# CONNECT WITH SOMEONE YOU DO NOT KNOW

- 1) How you know them:** did they take a class with you, co-worker, in same group, attend a talk/info session, referred to you, someone you admire?
- 2) Why you want to connect:** building your network, following for inspiration, link to someone else
- 3) Call to action:** do you just want to connect, do you want to meet them, do you want them to share advice with you

- Keri Twigg, "How to write to people you don't know (but want to) on LinkedIn"



# Informational Interviews



Gather info about career paths and intentionally grow your network!

Conduct informational interviews with:

- People you know: professors, classmates, family, friends, past colleagues
- Employees at companies you'd like to work for (via alumni search or via referrals from people you know)
- Employers (this is easier if there is an alumni or an employee connection)

# What to Ask in an Informational Interview



- ❖ About their background/career path
- ❖ About their day-to-day job
- ❖ About work culture
- ❖ About their recommendations for you

\*\*Is there anyone else you'd recommend that I talk to?\*

The background is a solid bright yellow. It features several abstract, colorful geometric shapes and lines. On the left, there is a red L-shaped bar at the top, a light purple L-shaped bar below it, and a horizontal light purple bar at the bottom. A teal horizontal bar is positioned below the light purple bar, overlapping it. On the right side, there is a thick blue vertical bar that curves at the bottom. A light purple diagonal bar runs from the bottom right towards the center, overlapping the teal bar and the blue vertical bar. The text 'NETWORK WITH LINKEDIN' is centered in the middle of the image in a bold, black, sans-serif font.

# NETWORK WITH LINKEDIN

# LinkedIn: Find Alumni Tool

Home My Employer About Posts Jobs **Alumni** Events Videos

174,966 alumni

Search alumni by title, keyword or company

Start year  End year

< Previous Next >

Where they live + Add

Where they work + Add

# ALUMNI SEARCH: REFINING YOUR SEARCH

3,033 alumni

Start year

End year

Computer Science X

Kitchener, Canada Area X

Clear all

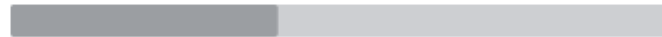
< Previous Next >

## Where they live + Add

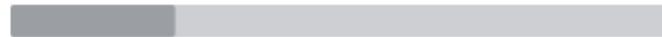
13,055 | Canada



5,309 | Toronto, Canada Area



3,268 | United States



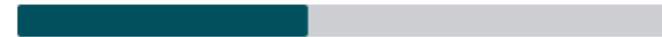
3,033 | Kitchener, Canada Area

## Where they work + Add

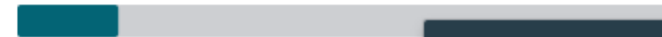
267 | University of Waterloo



118 | Google



41 | Sun Life



37 | D2L



Messaging



UNIVERSITY OF  
**WATERLOO**

Centre for Career  
Development

# How to connect with people on LinkedIn

What is more compelling?

“Hi, I’d like to be added to your professional network on LinkedIn.”

“Hi, I’m looking for a job in marketing and sales. I would enjoy to connect with you to see if I might be the right person for your team.”

“Hi \_\_\_\_\_, I am passionate about helping promote equity and inclusivity, and I know your department at the University of Waterloo is a global leader in this arena. I would be interested to learn from you and get some advice on how I can make an impact in my career.”

“Hi \_\_\_\_\_, I notice that you know \_\_\_\_\_, a colleague of mine who studied with me at the University of Waterloo. I appreciate the work that you are doing at WestJet and our mutual friend encouraged me to reach out to you. Would you be interested in grabbing a coffee to chat for 15 minutes? I’d be happy to hear how you got into this field.”

The background is a solid yellow color. It features several abstract, colorful geometric shapes and lines. On the left side, there is a red L-shaped bar at the top, a light purple L-shaped bar below it, and a light purple horizontal bar at the bottom. In the center, there is a teal horizontal bar. On the right side, there is a blue vertical bar that curves at the bottom, a light purple diagonal bar, and a red vertical bar at the bottom. The text is centered in the middle of the page.

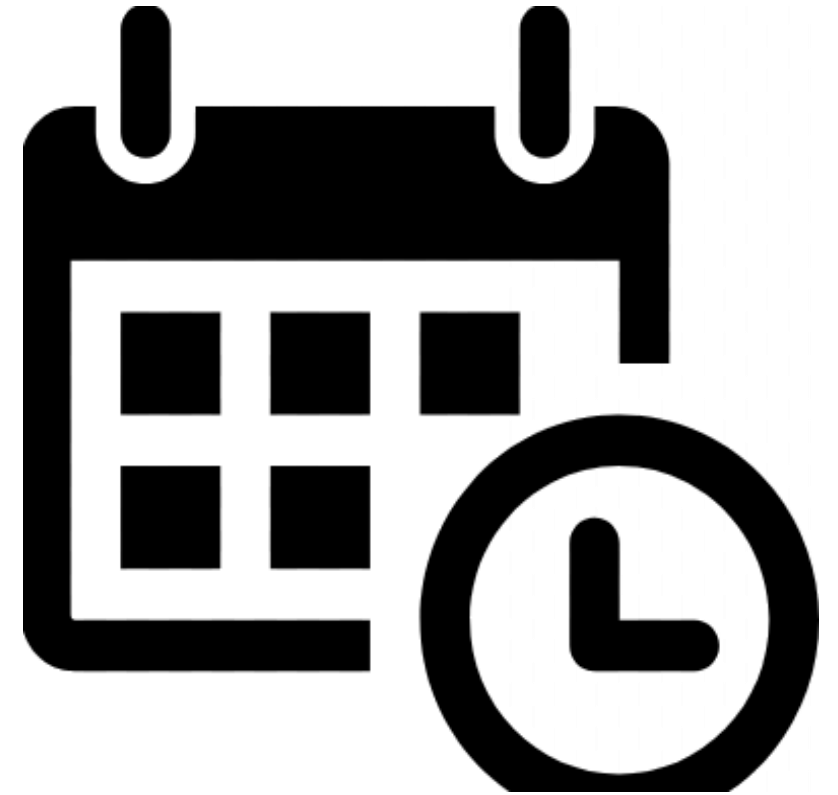
# **STEP 5: TRACKING YOUR PROGRESS**

*And additional resources*



# Step 5: Track your progress

- ❖ **Create a database to track your progress + stay organized.**
  - ✓ Select a tracking system (e.g., Excel)
  - ✓ Record names, companies, department, addresses, phone numbers, emails, dates, and notes on every conversation.
- ❖ **Create a work schedule with clear goals and deadlines.**
- ❖ **Stay connected - continue having conversations! Ideas for this?**



# What have we accomplished?



What have you accomplished already?



What next step(s) will you take to get you closer to your work search and networking goals?



Jot these down in a notebook



**Regular  
Co-op  
Undergrad  
Masters, PhD, Postdocs  
Alumni  
Employees**



**Job Search Tactics  
Résumé  
Cover Letter  
Interview Prep  
Career Exploration  
Grad School Prep**



**Individual Appointments  
Drop-ins  
Workshops  
Online Resources**

**[uwaterloo.ca/career-development](http://uwaterloo.ca/career-development)**



**UNIVERSITY OF  
WATERLOO**

Centre for Career  
Development

The image features a bright yellow background with several abstract, colorful geometric shapes and lines. On the left, there is a red L-shaped block at the top, a light purple L-shaped block below it, and a horizontal light purple bar at the bottom. A teal bar extends from the bottom left towards the center. On the right, a blue vertical bar is positioned near the edge, with a light purple diagonal bar crossing it. A red vertical bar is at the bottom right. The text 'ANY QUESTIONS?' is centered in a bold, black, sans-serif font.

**ANY QUESTIONS?**

**UNIVERSITY OF  
WATERLOO**



**Centre for Career  
Development**

**Thank you!**